

**COMMERCIAL PRODUCT ROUTING SYSTEM WITH VIDEO  
VENDING CAPABILITY**

5                                   **ABSTRACT OF THE DISCLOSURE**

10           A traffic control system selectively interfaces members of  
plural groups, as buyer groups and vendor groups, for video  
communication through a dial-up telephone system, for analyzing  
and compiling data, scheduling appointments, implementing  
15   conferences, consummating sales and the like. The traffic-  
control system comprises a telephonic interface apparatus for  
interfacing remote telephonic terminals of the dial-up telephone  
system identified with the members of plural groups, a video  
recording unit for recording and playing video transcriptions, a  
20   storage memory for storing data on the members, including  
telephonic terminal numbers and area-of-interest codes and a  
control computer to selectively interconnect the video recording  
unit with the remote telephone terminals through the telephonic  
interface apparatus to record and receive video communication.

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